



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

March 14, 2016

**MARKETING ORDER FOR CALIFORNIA RAISINS
CONTINUATION REFERENDUM
(Voting Period Ends April 12, 2016)**

TO THE CALIFORNIA RAISIN PRODUCER ADDRESSED:

The California Department of Food and Agriculture (Department) is conducting a re-approval referendum for the Marketing Order for California Raisins (Order), a state marketing order implemented in 1998. Under the authority of the Order, the California Raisin Marketing Board undertakes promotion and research activities on behalf of the raisin industry. Funds for these activities are generated from a mandatory assessment on all raisins produced in California. The Order requires the Department to conduct a continuation referendum among raisin producers to determine whether or not the Order shall be continued. If the referendum vote is favorable, the Order will be continued for another five years.

Enclosed with this letter are a referendum ballot and a self-addressed return envelope. Please read the ballot in order to determine your eligibility to vote as a producer. If you qualify as an eligible raisin producer, you are encouraged to complete the ballot and return it to us in the enclosed return envelope. If you do not qualify as an eligible producer, please indicate so by checking the appropriate box within the Instructions section of the ballot and return it to us. **To be counted, your ballot must be signed and postmarked no later than April 12, 2016.** Ballots will be kept strictly confidential. A summary of the referendum results will be announced following tabulation.

For the marketing order to continue, a majority of those producers voting in the referendum must favor continuation. If it is determined from the referendum that continuation is *not* favored, the Order will terminate on July 31, 2016, which is the end of the current marketing season.

If you have any questions about the voting process, please call Kathy Diaz-Cretu at the Department at (916) 900-5018. For questions regarding the activities of the Program please contact the Debbie Powell, Interim President of the California Raisin Marketing Board at (559) 248-0287.

Sincerely,

Robert Maxie, Chief
Marketing Branch

Enclosures

cc: Debbie Powell, Acting President
California Raisin Marketing Board

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